



BEFORE THE IOWA INSURANCE COMMISSIONER

IN THE MATTER OF)	Division Case No. 92544
)	
Senior Direct, Inc.,)	NOTICE OF HEARING
)	
Respondent)	

TO: Richard Bufkin
 Senior Direct, Inc.
 20 Ragsdale Dr. Ste. 220
 Monterey, CA 93940
Senior Direct President

The Iowa Insurance Division (the Division) has filed the attached statement of charges against Senior Direct, Inc. The statement of charges provides a short and plain statement of the matters asserted, and sets forth the pertinent legal authority. The hearing procedure is governed by Iowa Code sections 17A, 505, 507B, 522B; 191 IAC Ch. 3. You must file an answer within 20 days of the date this Notice was mailed, or you may be in default. 191 IAC 3.5 and 3.22.

This matter is set for a hearing to commence on **December 29, 2016 at 9:00 a.m.** before the Iowa Insurance Commissioner, and shall continue for such time and on such dates as the Commissioner determines is necessary to conclude the case. The hearing shall commence at the **Iowa Insurance Division, Two Ruan Center, 601 Locust Street, 4th floor, Des Moines, Iowa 50309-3738**. You may, within 20 days of the date this Notice was mailed, request that an administrative law judge assigned by the Iowa Department of Inspections and Appeals be assigned to serve as presiding officer. 191 IAC 3.6(1).

A prehearing conference on this matter is set for **December 19, 2016 at 1:00 p.m** before Deputy Commissioner Douglas M. Ommen. The purpose of the prehearing conference is to discuss pending motions, enter into stipulations of law or fact, enter into stipulations on admissibility of exhibits, identify matters which the parties intend to be officially noticed, and to consider any other matters that will expedite the hearing.

Informal settlements of contested cases are governed by IAC 191 3.33 and are encouraged under Iowa Code section 17A.10. If you wish to pursue an informal settlement, please contact the person who signed the Statement of Charges before the answer deadline. Please note that an oral or written request for an informal settlement is not a substitute for a written answer to the Statement of Charges.

The Division provides a document entitled "Frequently Asked Questions for Administrative Enforcement Actions" which provides further information on contested cases. This document may be found by clicking on the "Helpful Links and Information" tab on the Division's website at: <http://www.iid.state.ia.us>.

If you need assistance to participate in the hearing due to a disability, contact the disability coordinator at (515) 281-5705. Persons who are deaf, hard of hearing, or have speech difficulties may call Relay Iowa TTY (1-800-735-2942). Disability coordinators cannot provide legal advice.

Dated this 17th day of October, 2016.



NICK GERHART
Commissioner of Insurance
Iowa Insurance Division
Two Ruan Center
601 Locust Street – Fourth Floor
Des Moines, Iowa 50309-3738
(515) 281-5575

CERTIFICATE OF SERVICE

The undersigned certifies that the foregoing instrument was served upon all parties to the above cause, or their attorney, at their respective addresses disclosed on the pleadings on October 18, 2016.

By: First Class Mail Personal Service
 Restricted certified mail, return receipt Email, by consent
 Certified mail, return receipt _____

Signature: Tammi L. Green
Tammi L. Green